

## WHAT IS CLAIMED IS:

1                   1.     A method for determining the price of a product or service  
2 under consideration by a purchaser from a vendor, the method comprising the steps  
3 of:  
4                   providing a device that includes customer identification indicia and  
5 a bar code scanner, and connects wirelessly to a database;  
6                   using the device to scan a bar code on a selected product or  
7 description of a service;  
8                   transmitting the bar code and customer identification indicia to the  
9 database;  
10                  sending an opening signal to the device from the database, the signal  
11 being representative of discounts offered;  
12                  monitoring the device to learn what discounts are available on the  
13 selected and/or competing products, the discounts appearing through display means  
14 associated with the device;  
15                  presenting customer identification indicia at a checkout location;  
16                  communicating a closing signal between the checkout location and the  
17 database, the closing signal being provided to a module that computes a discount to  
18 all applicable purchases;  
19                  determining a reimbursement amount to be paid by the manufacturer  
20 to the vendor in proportion to the discounts applied by the vendor to the customer;  
21 and  
22                  updating the database with information about the customer's most  
23 recent purchases.

1                   2.     The method of claim 1 wherein the database includes customer  
2 data files, each having records that define a shopping history of one or more  
3 customers.

1                   3.     The method of claim 1 further including providing a database  
2 means that is in wireless connectivity with the device, the database means including

3 records of shopping history detailed by product category corresponding to a scanned  
4 item, and discount offered being tailored to an individual user.

1 4. A method of using a personal pricing device to generate  
2 revenues to a manufacturer and a vendor, the method comprising the steps of:  
3 providing a device to a user, the device including indicia that reflect  
4 discounts available;  
5 paying a subscription by the manufacturer to the vendor for access  
6 to data and participation in a personal pricing system; and  
7 paying the vendor a share of commissions based on sales made.

1 5. The method of claim 4 further comprising the steps of:  
2 paying advertising revenue to the vendor, the revenues being effective  
3 to purchase advertising media that are communicated through a personal pricing  
4 device to a user.

1 6. A hand-held personal pricing device, comprising:  
2 a grip portion and a head portion;  
3 means for scanning product indicia, the means for scanning being  
4 located in the head portion, whereby a user may scan the bar code of products;  
5 means for display, also associated with the head portion, the means  
6 for display enabling the user to discern the bar codes; and  
7 one or more function keys associated with the grip portion.

1 7. The device of claim 6 wherein the means for display includes:  
2 means for displaying bar codes; and  
3 means for displaying information about a product, and the discount  
4 offers available.

1 8. The device of claim 6 wherein the one or more function keys  
2 are selected from the group consisting of an activation button, a product selection  
3 button, a recall button, and a clear button.

- 1                   9.     The device of claim 6 further including a thumb-controlled
- 2     means for scrolling associated with the head portion, which allows the user to scroll
- 3     through a list of available discounts on competing products.

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